

SERFF Tracking Number: ANTX-126739258 State: Arkansas  
 Filing Company: Standard Life and Accident Insurance Company State Tracking Number: 46320  
 Company Tracking Number:  
 TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other  
 Product Name: Medicare Supplement Advertisement  
 Project Name/Number: medicaresupplementinsurance.com/medicaresupplementinsurance.com

## Filing at a Glance

Company: Standard Life and Accident Insurance Company  
 Product Name: Medicare Supplement SERFF Tr Num: ANTX-126739258 State: Arkansas  
 Advertisement  
 TOI: MS06 Medicare Supplement - Other SERFF Status: Closed-Filed- State Tr Num: 46320  
 Closed  
 Sub-TOI: MS06.000 Medicare Supplement - Co Tr Num: State Status: Filed-Closed  
 Other  
 Filing Type: Advertisement Reviewer(s): Stephanie Fowler  
 Author: Tommie Geddes Disposition Date: 08/03/2010  
 Date Submitted: 07/27/2010 Disposition Status: Filed-Closed  
 Implementation Date Requested: On Approval Implementation Date:  
 State Filing Description:

## General Information

Project Name: medicaresupplementinsurance.com Status of Filing in Domicile: Pending  
 Project Number: medicaresupplementinsurance.com Date Approved in Domicile:  
 Requested Filing Mode: Domicile Status Comments: pending  
 Explanation for Combination/Other: Market Type: Individual  
 Submission Type: New Submission Group Market Size:  
 Overall Rate Impact: Group Market Type:  
 Filing Status Changed: 08/03/2010 Explanation for Other Group Market Type:  
 State Status Changed: 08/03/2010  
 Deemer Date: Created By: Tommie Geddes  
 Submitted By: Tommie Geddes Corresponding Filing Tracking Number:  
 Filing Description:  
 Internet advertisement filing www.medicaresupplementinsurance.com

## Company and Contact

### Filing Contact Information

Tommie Sue Geddes, Compliance Analyst tommiesue.geddes@anico.com  
 One Moody Plaza SSH MP, Ste. 200 281-538-4839 [Phone]  
 Galveston, TX 77550 409-766-6526 [FAX]

SERFF Tracking Number: ANT-X-126739258 State: Arkansas  
Filing Company: Standard Life and Accident Insurance Company State Tracking Number: 46320  
Company Tracking Number:  
TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other  
Product Name: Medicare Supplement Advertisement  
Project Name/Number: medicaresupplementinsurance.com/medicaresupplementinsurance.com

### Filing Company Information

Standard Life and Accident Insurance Company CoCode: 86355 State of Domicile: Texas  
One Moody Plaza, SSH MP, Ste. 200 Group Code: 408 Company Type: Health Insurance  
Galveston, TX 77550 Group Name: State ID Number:  
(281) 538-4842 ext. [Phone] FEIN Number: 73-0994234  
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### Filing Fees

Fee Required? Yes  
Fee Amount: \$100.00  
Retaliatory? No  
Fee Explanation:  
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Standard Life and Accident Insurance Company	\$100.00	07/27/2010	38304052

CHECK NUMBER	CHECK AMOUNT	CHECK DATE
	\$0.00	

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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	08/03/2010	08/03/2010

*SERFF Tracking Number:*      *ANTX-126739258*      *State:*      *Arkansas*  
*Filing Company:*      *Standard Life and Accident Insurance Company*      *State Tracking Number:*      *46320*  
*Company Tracking Number:*  
*TOI:*      *MS06 Medicare Supplement - Other*      *Sub-TOI:*      *MS06.000 Medicare Supplement - Other*  
*Product Name:*      *Medicare Supplement Advertisement*  
*Project Name/Number:*      *medicaresupplementinsurance.com/medicaresupplementinsurance.com*

## **Disposition**

Disposition Date: 08/03/2010

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

*SERFF Tracking Number:*      *ANTX-126739258*                      *State:*                      *Arkansas*  
*Filing Company:*              *Standard Life and Accident Insurance Company*      *State Tracking Number:*              *46320*  
*Company Tracking Number:*  
*TOI:*                      *MS06 Medicare Supplement - Other*                      *Sub-TOI:*                      *MS06.000 Medicare Supplement - Other*  
*Product Name:*              *Medicare Supplement Advertisement*  
*Project Name/Number:*              *medicaresupplementinsurance.com/medicaresupplementinsurance.com*

<b>Schedule</b>	<b>Schedule Item</b>	<b>Schedule Item Status</b>	<b>Public Access</b>
<b>Supporting Document</b>	Cover letter	Filed	Yes
<b>Form</b>	medicaresupplementinsurance.com	Filed	Yes

SERFF Tracking Number: ANTX-126739258 State: Arkansas

Filing Company: Standard Life and Accident Insurance Company State Tracking Number: 46320

Company Tracking Number:

TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other

Product Name: Medicare Supplement Advertisement

Project Name/Number: medicaresupplementinsurance.com/medicaresupplementinsurance.com

## Form Schedule

### Lead Form Number:

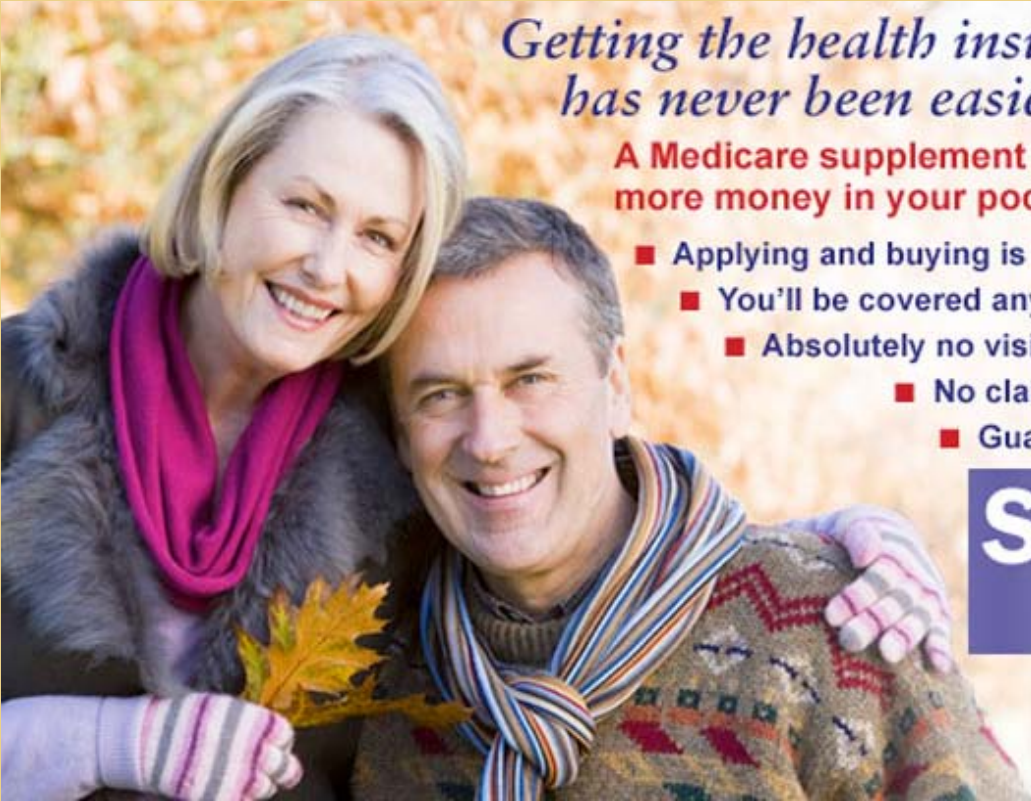
Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 08/03/2010	1000 & 1001	Advertising	medicaresupplementi nsurance.com	Initial		51.000	Web Page.pdf



**To check product availability, simply click on your state:**



MSI-1000



*Getting the health insurance you need  
has never been easier!*

**A Medicare supplement policy will help keep  
more money in your pocket!**

- Applying and buying is easy, fast and confidential.
- You'll be covered anywhere you go in the U.S.
- Absolutely no visits by sales people — ever!
- No claims to file — no paperwork!
- Guaranteed renewable!

**Step 2**

Request your Free Quote

**Start Here!**

## Why Choose MedicareSupplementInsurance.com?

### Talk to a live person

Our representatives are trained to help you get the Medicare supplement insurance you need.

### Professional

Our salaried, professional, representatives are highly skilled in helping you find the right coverage for your needs. These licensed representatives are focused on your needs.

### Convenient

Our representatives can provide the service and support that you need without having to visit a sales office or invite an agent into your home. They will provide you with the quotes you are seeking and can take your application right over the phone.

### Privacy

Your privacy is very important to us. Medicare Supplement Insurance.com is committed to providing insurance products and services designed to meet your needs. We are equally committed to respecting your privacy and protecting the information about you that we may receive.

### What about life Insurance?

Provide for your family's security for years to come in three easy steps:

- First: find out how affordable it is by getting an instant rate quote
- Second: Apply online for up to \$250,000 in 10-minutes or less
- Third: Simply click [here!](#)



**FREE Membership** in the  
American Association for  
Personal Financial  
Independence!

IMPORTANT: This is a commercial message from Standard Life and Accident Insurance Company, a private insurance company which is Not Connected with or endorsed by the U.S. Government or the federal Medicare



program. For specific costs and further details of the coverage, including exclusions, any reductions or limitations and the terms under which the coverage may continue in force, write to the Company.

Standard Life and Accident Insurance Company and it's representatives do not give legal, tax or accounting advice. If you need such advice, consult your attorney, accountant or personal tax advisor.

All products may not be available in all states. Standard Life and Accident Insurance Company does not offer to sell, nor solicit an offer to buy any insurance product in any jurisdiction in which the Company is not authorized to do business or the product is not approved.

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MSI-1001

Policy form# 2010-1006

SERFF Tracking Number:	ANTX-126739258	State:	Arkansas
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## Supporting Document Schedules

		<b>Item Status:</b>	<b>Status</b>
			<b>Date:</b>
<b>Satisfied - Item:</b>	Cover letter	Filed	08/03/2010
<b>Comments:</b>			
<b>Attachment:</b>			
AR cover let.pdf			

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**Tommie S Geddes, Compliance Analyst**

**HEALTH COMPLIANCE**

One Moody Plaza, SSH/MP, Suite 200 Galveston, Texas 77550-7999

BUS: (281) 538-4839 FAX: (409) 766-2959 EMAIL: [tommiesue.geddes@anico.com](mailto:tommiesue.geddes@anico.com)



July 26, 2010

Life & Health Forms Division  
Arkansas Department of Insurance  
1200 West Third Street  
Little Rock AR 72201-1904

Re: Web Site Advertisement – Medicare Supplement Products  
Site - [www.medicaresupplementinsurance.com](http://www.medicaresupplementinsurance.com)  
FEIN: 73-0994234  
NAIC: 86355

Dear Sir or Madam:

Enclosed for your review and approval is the referenced web site we are requesting to use in marketing previously approved Medicare Supplement products. This is a new submission that does not replace any prior submissions.

This internet website will be posted for advertisement of form numbers 2010-1006-AR et al., approved April 19, 2010.

All correspondence will be transmitted through SERFF.

We trust this information is complete and look forward to receiving your favorable reply. Should you have questions or need additional information I can be reached at the addresses and/or numbers listed.

Respectfully,

Tommie S Geddes  
Compliance Analyst